

A NEW BRITISH INVASION.

MANUFACTURERS PLANNING TO BUY OUT AMERICAN RIVALS.

They foresee the profits coming to American Trade and wish to share in them. Opportunities for our goods in England. Lines in which German and American Established London, Dec. 14.—In a cable despatch to this city the other day I indicated that some far-seeing English manufacturers, realizing the inevitable success of American competition in certain trades, were preparing to buy out rival establishments in the United States in order to get their hands on the future profits of their business. There is no need to dwell upon the obvious shrewdness of this move. It is also the finest tribute that could be paid to American skill, energy and present opportunity. More important, however, is the fact that such a policy is based upon the assumption that Americans themselves do not know the value of the chances which the commercial situation throughout the world has given them.

I have no wish to slander my countrymen, but I believe that this English assumption is well founded. In other words, the more I investigate the great subject, the more convinced I become that while Americans are the most enterprising, the most inventive and the most skillful manufacturers in the world, the English are the most shrewd. I will deal with the topic more adequately another time, and I stop only long enough to cite a pertinent case in point which I ran across this week.

A large American manufacturing house not long ago cut the English price of a staple article in the engineering trade more than 20 per cent. If they had made a reduction of 4 per cent, they would have won the trade just as effectively, and, moreover, there was no reason in the shape of possible increased consumption to tempt them to make a large sacrifice of profits. This was a case of a manufacturer in British trading instincts that English houses in that trade are more indignant over the folly of their American rivals than they are disappointed at their own loss of business.

It is hardly surprising in the light of such incidents that English manufacturers feel that if they invest their money in the United States, where they can employ American labor and get full advantage of the natural resources of the country, they can achieve far greater success in the American market than by struggling on under the handicap of English conditions. Their knowledge of foreign trade at first, at any rate, would give them a distinct advantage over purely American rivals. The suggestion naturally arises whether it would be wiser to make use of English trading experience and natural aptitude by some form of Anglo-American partnership.

I do not advocate this policy. I merely present it. It is doubtful if the Englishmen who have adopted it would at first be inclined to accept it. They would much prefer to be in complete financial control of any enterprise in which they embarked. They have, or will have, ample capital—acquired in a way which I will specify in a moment—to buy up any American concern which they may wish to develop. That they will succeed in effecting complete purchases in some cases there can hardly be any doubt. The temptations in hard cash which they will offer will be too alluring to resist. In the case of mills and manufacturing enterprises, public corporations it will be feasible to buy up a majority of the stock, very likely in the open market.

But it is more than questionable if Americans can afford to permit the development of their manufacturing resources in England, and largely for English profit. They could afford to look on with equanimity a few years ago when British capital bought up certain American enterprises at the heights of their development and success and at inflated prices. Today the case is different. The export trade of the United States in most manufactured products is in its infancy. Its possibilities are undreamed of. Foreign capital for its development is not needed. Those who accept it will be selling a national birthright for a mess of pottage.

One manner in which capital is to be raised in this country for investment in American manufacturing enterprises is a matter of great concern to the English people, and it is interesting to Americans also. It will excite indignation here if any English manufacturer transfers their interests to America on account of the superiority of labor and natural resources in that country. The description of the British workman will be denounced as grossly unpatriotic. For my part, I should regard such action by employers of labor in England as entirely justified. It is the British workman who will be responsible for his own fate and for the destruction of his prosperity if the threatened disaster fall. But a very different question will arise if the chief financial loss should be thrown upon the general British public. Such is the calamity which is now being planned in cold blood in certain quarters.

High class industrial investments are still popular with the English middle classes. Any great business which can show a long record of steady, substantial profits is eagerly bought up by the public when offered in the form of shares in a limited liability company. Within the past few years many well known concerns have been offered to the public in this way and the \$5 shares are usually over-subscribed by hundreds and thousands of small investors. There are many establishments now seriously threatened by American competition, and the English are still doing a profitable business and which have splendid records of past prosperity. Some of these will be turned into limited liability companies at a high capitalization before long and the stock will be offered to the public. The prospectus will be tempting, and the price of the preferred investment will be sound. The truth as to the future prospects of the business will be the reverse of encouraging. But how is the ignorant investor to know this? And what will be his loss if the venture is proved to be a capital loss? The Englishman in rival enterprises in another country. When the crash comes he will have no remedy. The shrewd men who have unloaded stock have done nothing which can be characterized as even reprehensible according to commercial laws. No warning note has been sounded anywhere with reference to this matter, which is already within the range of practical development in England, and I doubt if we shall hear any for some time to come.

Turn now to the direct subject of opportunities for introducing American goods into the English market. The abstract problem of selling American manufactured products is of course mainly a question of price here as in the world over. But if the attempt be made to accomplish any change in method, the difficulties are enormous, and almost insuperable as the following experience described to me by a business friend will testify.

A friend of mine who represents a large and prominent shoe concern in America came to London with the idea of introducing a special line of women's footwear to the best

Sterling Supremacy

Always acknowledged, was never more clearly marked than in the phenomenally successful Holiday Season just closing.

It has been particularly gratifying on account of the many specially designed Art Pianos sold.

Sterling Pianos

have always enjoyed a wide popularity, and their unquestioned reputation enables those not familiar with the different makes of pianos to purchase this old and reliable make with confidence, and the assurance that they are getting the fullest value for the money expended.

Good Pianos Under Price.

This week we offer many unusual opportunities to purchase a really good piano under price.

7 BEAUTIFUL GRANDS AT ATTRACTIVE PRICES.

75 NEW STERLINGS AND

50 NEW HUNTINGTONS AND

About 40 Used Uprights

which will go at very low prices. Some thoroughly reliable uprights at \$125 to \$175, and a few new Uprights at \$160 to \$200. Not Sterlings but trustworthy just the same.

SQUARE PIANOS.

Nearly every make and at a sacrifice, too, \$35, \$50, \$65, etc.

(Cash or Monthly Payments) Pianos delivered Christmas morning if desired. Open Evenings.

The STERLING Piano Co.,

MANUFACTURERS. Wholesale and Retail Warerooms (Centre Building, Four Floors), 536 FULTON ST., Brooklyn, Open Monday and Saturday Evenings. Look for the name STERLING.

dry goods houses, as a department. Being stranger to London and not knowing as to begin business, I volunteered to pilot him around and obtain for him, if possible, an introduction to the principal or principals of some of the best known houses; and as his goods were of the finest grade, we naturally started in the West End.

"The conditions on which he was to place the goods were: That the boot should not be put into any house where they already had a similar department, nor should more than one house within a certain radius be allowed to sell the goods. This latter condition was in order to give that particular house the exclusive trade in that one district.

"The first difficulty we found was in getting an interview with the head of the firm, for this gentleman seems to have a happy knack of hiding away in some remote region and it is only after your business, or as much of it as you choose to tell, has been transmitted to him through half a dozen shopwalkers and others, that he consents to see you. However, having waded through this difficulty, ever, having waded through this difficulty, we are met by a very pompous looking individual who demands in sententious tones, your business. My friend here presents his card and begins an explanation when he is interrupted by hearing, 'Oh, no, no, we don't handle shoes.'

"I know you do not," answers my friend, 'or we would not trouble you. But the fact of your not handling shoes has induced me to use my endeavors in getting your consent, to opening a shoe department in your house. Ours is a high class shoe high class men are selling by thousands of pairs in America, and we have sent to our customers in London only 5,000 single pairs through the post. Why should the American woman in London have to send 5,000 miles for a pair of boots? We want to put the best in the English market and are offering exceptional advantages to gentlemen of your standing as an inducement to traffic in much-needed articles. We propose—'

"I can't listen! I can't listen. It sounds all very well, but we have no room for boots here. We have a very fine line of shoes, and we are turning them into limited liability companies at a high capitalization before long and the stock will be offered to the public. The prospectus will be tempting, and the price of the preferred investment will be sound. The truth as to the future prospects of the business will be the reverse of encouraging. But how is the ignorant investor to know this? And what will be his loss if the venture is proved to be a capital loss? The Englishman in rival enterprises in another country. When the crash comes he will have no remedy. The shrewd men who have unloaded stock have done nothing which can be characterized as even reprehensible according to commercial laws. No warning note has been sounded anywhere with reference to this matter, which is already within the range of practical development in England, and I doubt if we shall hear any for some time to come.

Brooklyn Furniture Co.

Timely Hints for Holiday Gifts

ANY of the following will suggest a very appropriate Present. Our Stocks have been Fully Replenished. Some Very Choice Selections at Very Low Prices.

Parlor Cabinets 55 STYLES Prices \$13 to \$225	Cold Chairs 70 STYLES Prices \$5 to \$175
Parlor and Library Tables 185 STYLES Prices \$1 to \$115	Morris Chairs 70 STYLES Prices from \$4.50 to \$58
Music Cabinets 60 STYLES Prices \$4.50 to \$65	Book Cases 100 STYLES Prices \$4.50 to \$145
Reception Chairs, Upholstered 110 STYLES Prices \$2.50 to \$55	Fancy Rockers 135 STYLES Prices \$2.50 to \$50
Parlor Desks 95 STYLES Prices \$3.50 to \$100	Cheval Mirrors 25 STYLES Prices \$12 to \$85
Ladies' Dressing Tables 80 STYLES Prices \$6 to \$65	Fancy Pedestals 57 STYLES Prices \$2.50 to \$30
Ladies' Work Tables 18 STYLES From \$4.50 up to \$25	Tabourettes 55 STYLES Priced from \$1 up to \$2.50

NO EXTRA CHARGE FOR SPECIAL CREDIT.

Brooklyn Furniture Co.

Furniture, Carpets, House Furnishings, 559 to 571 Fulton St., Brooklyn, N. Y.

PERFECT SHOES.

So much depends upon appearance. No shoe can nor will appear perfect unless it is perfect. Cousins shoes are all shoes of perfection. Shoes of the highest quality, best material, best fitting and most fashionable and dressy. They are always the same.

COUSINS "EASEFELT" SHOES, A PERFECT SHOE FOR WOMEN.

J. & T. COUSINS,

408 FULTON ST., BOND ST. CORNER, BROOKLYN. ALSO STORES AT: Buffalo—450 Main St. Philadelphia—1220 Chestnut St. Albany—250 N. Pearl & 41 Maiden Lane. Springfield—344 Main St. Providence—209 Westminster St.

goods." After giving him testimonials and references to many leading dry goods stores in the United States that successfully handle the goods, we left him.

"This is a description of an interview only. We found it much the same at every place, with one exception, which was that the linen draper consented to buy them, and my friend spent two days in arranging some slight alterations in order to fit a good pair of the goods, and the order had been sent to America. Then the shop keeper was nervous and it all had to be countermanded.

"Here is an American firm offering splendid advantages to English tradespeople, such advantages as they have never had before. Just to get this special line on sale in London and give you an experienced saleswoman who knows how to fit a woman properly—a thing unknown in this country. They will make articles, on a frame as we propose to give you, cannot fail to be an ornament to the store. We have further proposals to make, which are to spend as much as \$100 in fitting you suitable brackets, stands and showcases in order to show the goods in a small space. We place a thousand pairs of shoes free from our factory direct to this house and give you an experienced saleswoman who thoroughly understands how to give a woman a perfect fit in footwear. We advertise the goods in all the leading papers and society journals and drive the people here to buy. If, at the end of a year, you can say that this is not the best paying department in your store, we will take back all your surplus stock, allowing you full value for the same, and give you value for the space they have occupied in a whole year. We have only succeeded in finding one shopkeeper enterprising enough to handle the goods. This man informs me that the department is paying well, and business increasing every day. It must pay. There is no risk, no outlay, no trouble, only a consent to have the goods in the establishment. But it shows how slow the English are, and how they lack adventurous spirit."

I made brief reference in a recent letter to the opportunities for American competition in all branches of the cabinet-making trade in England. The market for every variety of domestic furniture is enormous

ABRAHAM AND STRAUS

A Merry Christmas!

IN less than forty-eight hours Christmas chimes will ring in another holiday of happiness and good cheer, of feasting and frolic, of the giving that is more blessed than receiving, of manifold mysteries and merry surprises. Just another day and evening for the Christmas shopping—and so much to be done at the last minute. Yet bustle and hurry make much of the Christmas fun—one doesn't want to be TOO comfortable in a Christmas Store—it would be lonesome. The rubbing of elbows—without elbowing—the certainty of finding wide variety of choice and low pricing even at the last minute, the surety of prompt delivery of purchases—mysterious bundles to certain addresses at certain times as well as regular sorts. These are the things one wants; characteristics that mark the Abraham & Straus Store in these last hours as from the beginning.

It has been a great pre-holiday season, the greatest we have known, the greatest Brooklyn ever knew, for it was the first real test of the Greater Store, and Brooklyn for the first time is able to claim the largest and most important store in all New York State. How well the enlarged establishment has passed the test you know as well as we. Brooklynites have shown that they know there is no longer need to go across the river to shop; our Manhattan friends are learning that they can save money and time by crossing to Brooklyn to buy. More than a hundred thousand people a day have found cordial welcome, an unmatched exposition of merchandise, prompt service and special provisions for their entertainment and comfort here. In no other establishment could that number be accommodated, no matter how great the crowding. Here the 600,000 square feet of floor space, the wide aisles, the convenient arrangement of merchandise, the numerous and capacious elevators and stairways, the exits and entrances on four streets made comfort for all who came—and that is all Brooklyn.

Yet the smoothly oiled machinery of this great establishment has been running at high tension. Four thousand six hundred and fifty people and 420 horses have been working day and night—will work far into Christmas morning that you may have no disappointments. As much as possible has been done to lighten their labors—hearty and wholesome meals for those of whom continuous service was required, resting and recreation, rooms for brief recuperation—that was some of our share. The personal carrying of multitudes of small bundles—that was some of yours. The work is almost over. It has been well done—faithfully, cheerfully done.

Our thanks and a merry Christmas to those whose labor has made the great achievements of this Store a possibility and a fact. Our thanks and a merry Christmas to our public, which has so generously appreciated our endeavors.

ABRAHAM AND STRAUS BROOKLYN

card writing and all that class of design and advertising. It used to be made here, but the present position of the industry as against the foreign competitor is made abundantly clear by the current market prices. The standard dimension of these cardboards is 2 1/2 x 3 1/2 inches. English makers supply that board at two pence apiece. The Germans put it on the market at three pence halfpenny. Yet the German article is so superior in whiteness, smoothness and hardness that one of

JOURNEY & BURNHAM.

Flatbush Avenue, Junction Fulton Street, Brooklyn.

Most Attractive Shopping Place in Brooklyn—Prices Always the Lowest.

OUR STORE WILL BE OPEN MONDAY EVENING.

Muslin Underwear.

Our Midwinter Sale of Muslin Underwear will begin on WEDNESDAY, DEC. 26, when we will offer the best collection of goods ever put forward by us in this line and at prices lower than ever before. We have made very extensive preparations for this sale, both as to the garments of our own make and those that come to us from the best manufacturers.

Annual Sale of Household Linens Begins Wednesday, December 26.

This sale of Household Linens will be of more importance than that of any previous year. Our assortments are more complete, the great bulk of the goods having been bought before the recent heavy advances, thus enabling us to offer our entire stock at prices far below present market values. Linen Dep't, Main Floor, Annex.

Regular \$12.50 Golf Capes for \$6.45.

We have just purchased of a manufacturer "at a price" a special lot of 50 Golf Capes, made in the best manner of fine, heavy, all wool, imported cloths. Capes such as we have sold readily all the season for \$12.50. Instead of holding them until our regular January clearing sales we give you the opportunity to buy them now at \$6.45 each.

Important Sale of Fine Table Linens.

Fine Damask Table Cloths, new goods, new designs, 2 yards wide by 2 yards long, \$2.25 each; 2 1/2 yds, \$2.75; 3 yds, \$3.25. Damask, 72 inches wide, \$1.00 per yard. Breakfast Napkins to match, \$2.25 per dozen; Dinner Napkins, \$3.00. A lot of 27-inch square Irish Damask Napkins, \$5.00 per dozen; reduced from \$7.50. Hemstitched Damask Tea Cloths, 30 inches square, 75 cts. and \$1.00; 30 inches square, \$1.00 to \$2.50; 45 inches square, \$1.25 to \$3.50. Hemstitched Damask Napkins, 25 cts. each; were 30 and 37 1/2 cts. Hemstitched Damask Tray Cloths, 25 cts., instead of 40 cts. Hemstitched Damask Table Cloths, with Napkins to match, complete assortments, \$5.50 to \$22.50 per set.

Reductions in Men's Goods Department.

House Coats, a good assortment to select from, \$8.00, instead of \$12.00; \$6.50, instead of \$10.00; \$5.00, instead of \$7.00. Blanket Robes, large variety of styles and colorings, \$5.00, instead of \$7.00. Men's Suits, new shapes, 25 cts., instead of 30 cts.; 50 cts., instead of \$1.00, and \$1.00, instead of \$1.50. Silk Suspenders, sterling silver mountings, fine kid ends to match, only 93 cts., worth \$1.50, \$2.00 and \$2.25.

Ladies' Fine Shoes at Clearing Prices.

French Calf Shoes, button and lace, full extension sole, regular \$5.00 Shoes, at \$3.50, for immediate clearance. Box Calf and Enamel Shoes, lace, at \$3.50. Queen Quality Patent Kid Shoes, lace, \$3.00.

SUBSTANTIAL PRESENTS.

The difference in the appearance of our Furniture Warerooms—when in comparison with others—is owing to the general excellence of our assortment and the fact that we make an attractive exhibit of tasteful, exclusive designs that are always clean and free from dust. Our collection of Handsome, Substantial Holiday Presents is one of the most inviting and comprises every variety of Gilt Furniture, Bookcases, Library Tables, Turkish Chairs, Davenport, Couches, Brass Beds, Bureaus, Chiffoniers, Toilet Tables, Morris Chairs, Ladies' Desks, Parlor Suites, Chamber Suites, Dining room Suites and all manner of desirable Furniture and Carpets at economical prices.

B. G. LATIMER & SONS CO.

OPEN EVENINGS UNTIL CHRISTMAS. Fulton St. and Flatbush Ave., Brooklyn.

GREAT MOURNING IN ST. PIERRE.

Heavy Loss in the Fishing Fleet Brings Misery—Probably Fishers Lost. BOSTON, Dec. 22.—Capt. John Carroll of the fishing schooner Niagara, which arrived at Gloucester on Thursday night, reports that he touched at the French fishing station of St. Pierre and found the entire settlement in mourning. About every inhabitant of the place, which has about 8,000 population, was grieving for the loss of some friend or relative. The gales which have prevailed during the fall have wrought death and destruction among the French fleet on the fishing banks, more especially on the Grand Banks and Quere. A large number of vessels have been lost, and the loss of life is estimated at 300. Some twenty-one wives have been made widows and forty-nine children left fatherless.

The loss of life and property have given a serious blow to business there. Many vessel owners and crews are in a state of despair. One vessel and crew were lost on Saturday. The bodies of nine dead men being found in the hold when the vessel was sighted.

DOCUMENTS CENTURIES OLD.

Valuable Papers Found in a Trunk Sent to the American Philosophical Society. PHILADELPHIA, Dec. 22.—A trunk which came into the possession of the American Philosophical Society in 1883 has been opened and found to contain documents which may prove of important historical value. The trunk was at one time owned by Madame Polzet, a Philadelphia woman of French extraction, who claimed descent from the celebrated Scalliger family and through them from the Princes of the famous Dilla Rola family. Among the papers are deeds, grants, wills, marriage settlements and communications with royal seals and signatures attached, dating from the thirteenth to the seventeenth century. The oldest is a will dated 1402. Many of the papers relate to Julius Caesar Scalliger and his son Joseph. A genealogical tree of the Scalliger family is in the trunk and mentions of Julius Caesar Scalliger.